



# GINSENG BOARD of WISCONSIN

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**Celebrating Chinese New Year with Wisconsin Ginseng**  
*Alice in Dairyland Partners with the Ginseng Board of Wisconsin  
to Promote Ginseng During Chinese New Year*

**Wausau, WI** – Chinese New Year is a time of celebration, giving, and eating delicious dishes; some of them containing Wisconsin Ginseng. Asian consumers have longed prized Wisconsin Ginseng as a daily tonic for supporting health. Wisconsin Ginseng has traditionally been used to support general health, including increasing energy levels and supporting the immune system.

Alice in Dairyland is partnering with the Ginseng Board of Wisconsin to raise awareness and educate consumers on how to use Wisconsin Ginseng to benefit their daily lives. The goal of the campaign is to promote cultivated Wisconsin ginseng and the benefits it brings to our state's economy with a Chinese New Year Campaign.

“I first learned about ginseng during my candidacy for Alice in Dairyland,” said Julia Nunes, 73rd Alice in Dairyland. “I was excited when I learned about this unique crop, so I am enthused to host these events which help others learn about Wisconsin Ginseng and how they can use this product in their daily lives. Wisconsin Ginseng is an important crop to Wisconsin. The Wisconsin ginseng industry is a 40-million-dollar industry, which in turn adds 31 million dollars in additional revenue to the Wisconsin economy.”

This program is designed to further educate and engage consumers on the benefits of Wisconsin ginseng and work to expand sales within the domestic market. “With consumer trends that support demand for American products, this is a great time to expand domestic use of Wisconsin ginseng,” said Robert Kaldunski, Ginseng Board of Wisconsin President. “It’s a highly valued specialty crop that is underutilized here in the US.”

**The campaign includes two virtual events that are free and open to the public.**

**Tea Time with Alice in Dairyland: February 11, 2021 from 4:00 – 4:45 p.m. Central**  
Participants are invited to join Alice to learn about the benefits of ginseng, including why Wisconsin ginseng is considered the best, growing facts, health benefits, and how to consume it.

Participants can register here: <https://forms.gle/DuHiXts6DHa1FhDN9>

*Participants who register by January 31 will receive a complimentary tea sample to enjoy during Tea Time. If you register after January 31, you may not receive your free sample before the event.*

**Ginseng Ring-In: February 18, 2021 from 4:00-4:45 p.m. Central**

Participants are invited to “ring in” to share stories of how they use ginseng in their daily lives or how they would like to use ginseng in their daily lives.

Participants can access the free event here:

<https://us02web.zoom.us/j/86498133934?pwd=c1JyR0Qxd3Z4Uk1neT11dEVTbTJGZz09>

People who participate will be eligible to receive one of four \$50 gift cards as a reward for sharing their experiences with ginseng. There is no need to pre-register for this event. Simply log in during the specified time above if you are interested in participating.

“We are thrilled to be able to educate more people on the health benefits of Wisconsin Ginseng,” said Jackie Fett, Executive/Marketing Director for the Ginseng Board of Wisconsin. “These virtual events allow us to reach consumers across the United States in a fun and engaging way to discuss Wisconsin Ginseng.”

Questions about Ginseng or the events within the Chinese New Year campaign can be directed to the Ginseng Board of Wisconsin.

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**About Ginseng Board of Wisconsin**

The Ginseng Board of Wisconsin (GBW) was established in 1986 as a nonprofit organization representing all Wisconsin Ginseng growers. There are approximately 170 ginseng growers in the state. The GBW is funded through a mandatory assessment of ginseng acreage under shade. The GBW is managed by an elected board of seven ginseng producers. The board functions under a marketing order managed by the Wisconsin Department of Agriculture, Trade & Consumer Protection. Its purpose is research, national and international marketing, new product development, and education.

Wisconsin Ginseng is known as the highest-quality *Panax quinquefolius* in the world and has the reputation for the best quality in the world. Wisconsin is number one in the United States in the production of ginseng, accounting for about 90 to 95 percent of all ginseng produced in the country, and Marathon County is the top ginseng growing county in the state, producing about 95 percent of Wisconsin's annual crop.

Please direct immediate inquiries to:

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